

**GET AHEAD**  
OF SEPSIS

# ***GET AHEAD OF SEPSIS***

**Partner Webinar**

**September 11, 2018**

**KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.**



# AGENDA

- **Welcome**
- ***Get Ahead of Sepsis* Educational Effort**
  - **Background**
  - **Achievements**
  - **New Materials (English and Spanish)**
- **Sepsis Awareness Month and Future Activities**
- **Questions?**

# WHY ADDRESS SEPSIS?

## FACTS AND FIGURES

- At least **1.7 million people develop sepsis** each year in the U.S.
- Nearly **270,000 Americans die** from sepsis each year.
- **One in three** patients who die in a hospital have sepsis.

**Anyone can get an infection, and  
almost any infection can lead to **sepsis**.**

# CDC estimates 1.7 million cases of sepsis among adult patients and nearly 270,000 deaths

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Morbidity and Mortality Weekly Report

## Vital Signs: Epidemiology of Sepsis: Prevalence of Health Care Factors and Opportunities for Prevention

Shannon A. Novosad, MD<sup>1,2</sup>; Mathew R.P. Sapiano, PhD<sup>2</sup>; Cheri Grigg, DVM<sup>1,2</sup>; Jason Lake, MD<sup>1,2</sup>; Misha Robyn, DVM<sup>1,4</sup>; Ghinwa Dumyati, MD<sup>3</sup>; Christina Felsen, MPH<sup>3</sup>; Debra Blog, MD<sup>4</sup>; Elizabeth Dufort, MD<sup>4</sup>; Shelley Zansky, PhD<sup>4</sup>; Kathryn Wiedeman, MPH<sup>2</sup>; Lacey Avery, MA<sup>2</sup>; Raymund B. Dantes, MD<sup>2</sup>; John A. Jernigan, MD<sup>2</sup>; Shelley S. Magill, MD<sup>2</sup>; Anthony Fiore, MD<sup>2</sup>; Lauren Epstein, MD<sup>2</sup>

On August 23, 2016, this report was posted as an MMWR Early Release on the MMWR website (<http://www.cdc.gov/mmwr>).

### Abstract

**Background:** Sepsis is a serious and often fatal clinical syndrome, resulting from infection. Information on patient demographics, risk factors, and infections leading to sepsis is needed to integrate comprehensive sepsis prevention, early recognition, and treatment strategies.

**Methods:** To describe characteristics of patients with sepsis, CDC and partners conducted a retrospective chart review in four New York hospitals. Random samples of medical records from adult and pediatric patients with administrative

- Sepsis begins outside of the hospital for **nearly 80% of patients**
- **7 in 10 patients** with sepsis had recently interacted with healthcare providers or had chronic diseases requiring **frequent medical care**
- Four types of infections were most often associated with sepsis: lung, urinary tract, skin, and gut

Research

**JAMA | Original Investigation**

## Incidence and Trends of Sepsis in US Hospitals Using Clinical vs Claims Data, 2009-2014

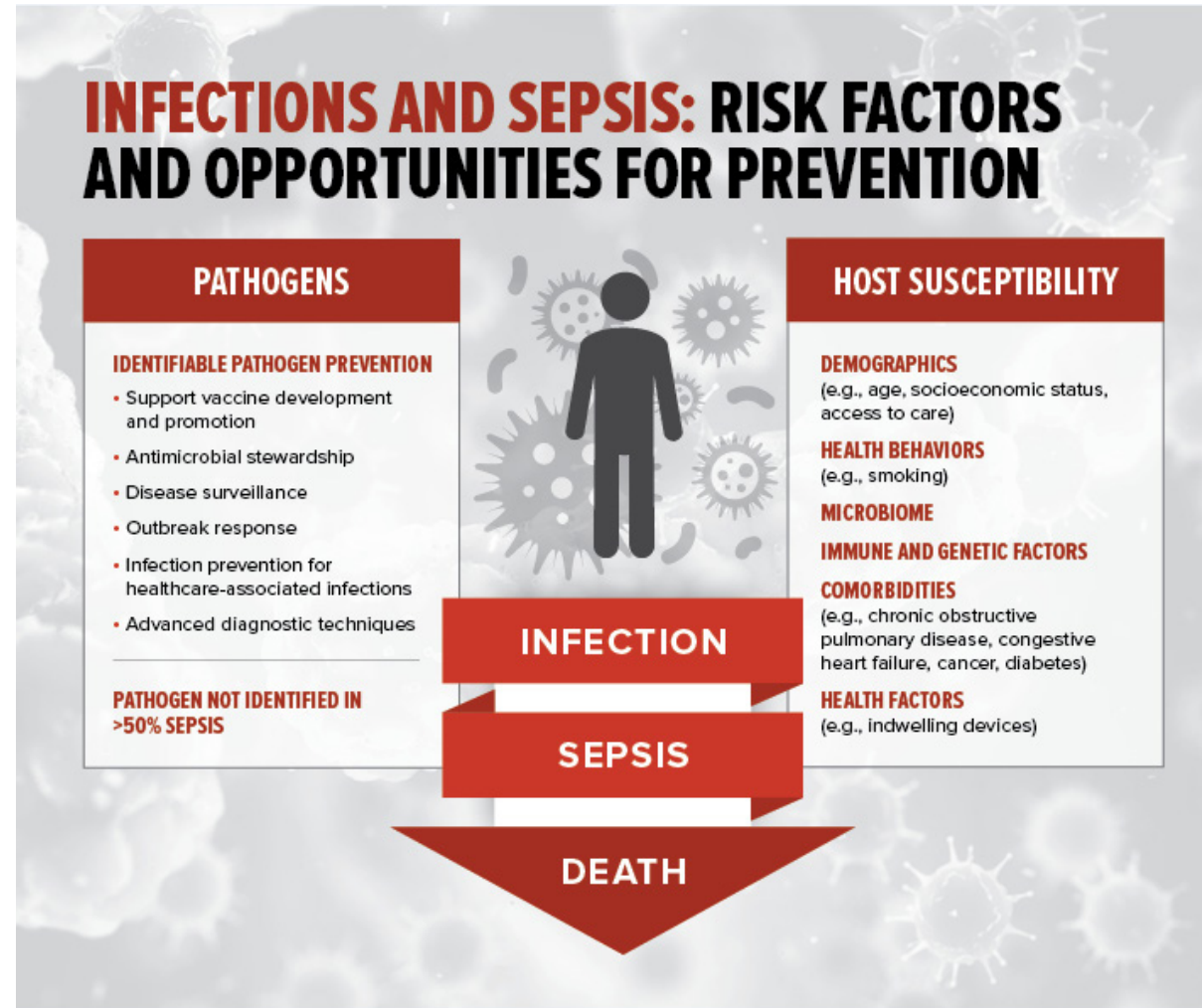
Chanu Rhee, MD, MPH; Raymund Dantes, MD, MPH; Lauren Epstein, MD, MS; David J. Murphy, MD, PhD; Christopher W. Seymour, MD, MSc; Theodore J. Iwashyna, MD, PhD; Sameer S. Kadri, MD, MS; Derek C. Angus, MD, MPH; Robert L. Danner, MD; Anthony E. Fiore, MD, MPH; John A. Jernigan, MD, MS; Greg S. Martin, MD, MSc; Edward Septimus, MD; David K. Warren, MD, MPH; Anita Karcz, MD, MBA; Christina Chan, MPH; John T. Menchaca, BA; Rui Wang, PhD; Susan Gruber, PhD; Michael Klompas, MD, MPH; for the CDC Prevention Epicenter Program

- **22% of patients with sepsis did not survive** their hospitalization or went to hospice. **Sepsis was present in nearly 1/3** of all hospitalizations that **culminated in death**
- Efforts are underway to figure out how to apply these definitions to children to get a reliable assessment of pediatric burden of sepsis

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# COMBATTING SEPSIS: A PUBLIC HEALTH PERSPECTIVE

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Figure taken from *Clinical Infectious Diseases*, 2018. *Combating Sepsis: A Public Health Perspective*. Lauren Epstein and Raymund Dantes (CDC).

# ***GET AHEAD OF SEPSIS***

## **GOAL**

A national educational effort that emphasizes the importance of sepsis early recognition and timely treatment, as well as the importance of preventing infections that could lead to sepsis.

## **ANTICIPATED OUTCOMES**

- Increase awareness of need for early recognition and prompt treatment.
- Increase awareness of preventing infections that can lead to sepsis.



# TARGET AUDIENCES

## Patients and Families

Sandwich Generation  
women, ages 30-54

Men ages 65+, with one or  
more chronic conditions

Healthy adults and  
caregivers, 65+

## Healthcare Professionals

NP/PAs who work at  
urgent care clinics

Emergency department  
triage nurses

Primary care physicians

General medical ward staff

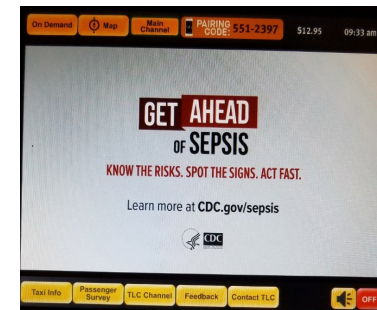
Long-term care staff

# REACHING OUR TARGET AUDIENCES

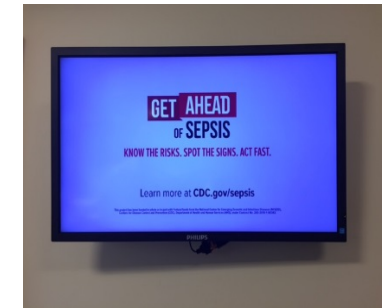
- *Get Ahead of Sepsis* materials: infographic, brochures, fact sheets, video, poster, conversation starter
- Public service announcements
- Blog Tour
- Social media engagements
- Partner Toolkit



Public services announcements targeted English- and Spanish-speaking patients and consumers



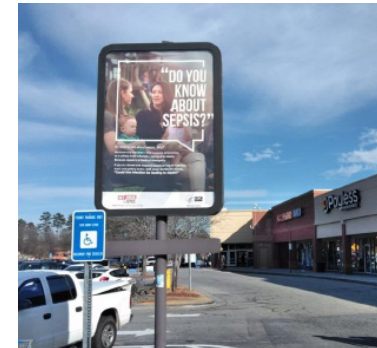
Taxi Television



Doctor's office



[The Domino Effect](#)



Outdoor Shopping Center



Indoor Shopping Center

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# IMPACT-TO-DATE

## Engagement

125,983 materials downloaded

120% increase in Sepsis website traffic  
(2017–2018 versus 2016–2017)

198,002 organic social media engagements  
(likes, comments, shares, clicks, video views)

292,236 URL clicks  
on paid advertisements

3,100 partner toolkit visits

663 visits from 25 Blog Tour posts

## Reach

54 million+ impressions  
from PSAs

6,953 CDC articles  
have been placed

116.4 million consumers  
and providers reached  
via paid media

5.4 million reached via Blog Tour

## 2018 ASSESSMENT



*The campaign has successfully motivated **71%** of consumer respondents who saw CDC's messaging to seek more information on sepsis and more than **50%** to ask a healthcare professional for more information about sepsis, according to a recent survey.*

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# NEW PATIENT AND FAMILY MATERIALS

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- “Do You Know About Sepsis?” PSA posters
- Sepsis eQuiz (**COMING SOON**)
- Spanish-language materials
  - Videos
  - Fact sheets
  - Brochure
  - Poster



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# NEW HEALTHCARE PROFESSIONAL MATERIALS

## For All Healthcare Professionals

- [Hospital Toolkit for Adult Sepsis Surveillance](#)
- [Data & Reports](#)

## For EMS Professionals

- EMS Card for Emergency Vehicles (**COMING SOON**)



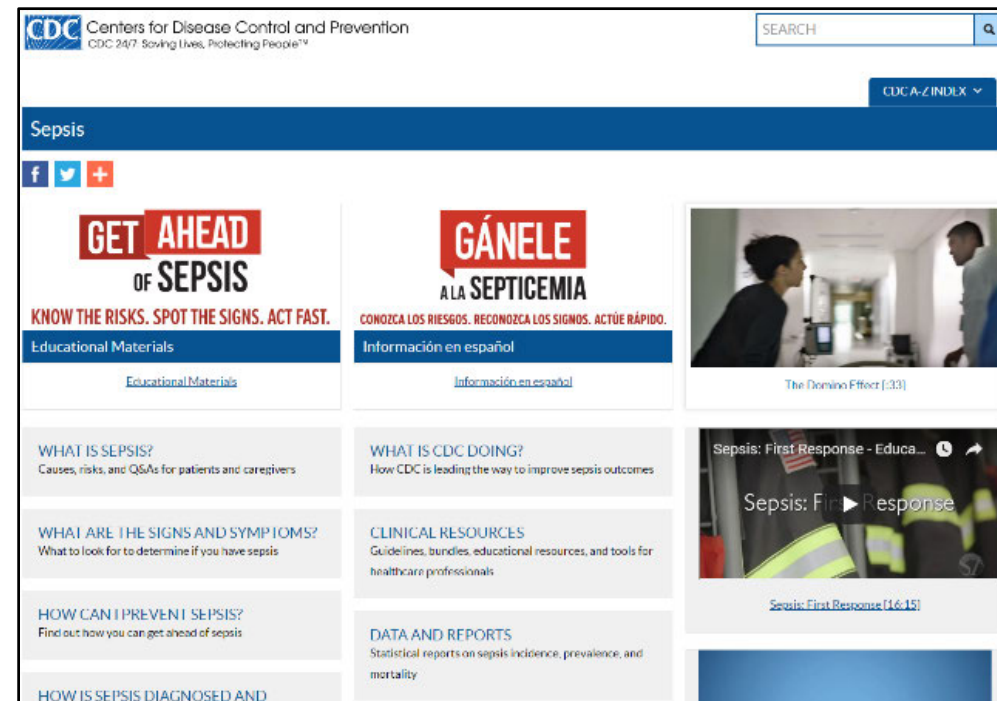
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*"First responders can have an enormous impact on the care that patients receive."* —Lauren Epstein, Medical Officer, CDC

# CDC SEPSIS WEBSITE



- **Improved organization** of content and educational materials
- **Optimized search function** to find information quickly and easily
- **Mobile-friendly format** to access sepsis information on the go



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# SEPSIS AWARENESS MONTH EVENTS



September-October 2018	Events
September 2-8	<ul style="list-style-type: none"><li>• <b>September 6, 1:30 p.m. EDT:</b> Dr. Denise Cardo presented at the Global Sepsis Alliance's 2nd World Sepsis Congress on CDC's activities and strategies related to improving sepsis awareness nationally and globally.</li></ul>
September 9-15  <b>World Sepsis Day 9/13</b>	<ul style="list-style-type: none"><li>• <b>September 10-11:</b> Dr. Tony Fiore presented on sepsis research at the Interdisciplinary Sepsis Symposium at the University of Illinois at Urbana-Champaign. Dr. Cardo also attended the meeting.</li><li>• <b>September 13:</b> On World Sepsis Day, Dr. Cardo will be attending and helping hand out awards at the Sepsis Alliance's 7th Annual Sepsis Heroes gala in New York City to honor individuals and groups who have made significant contributions to sepsis awareness and education among both the general public and healthcare professionals.</li></ul>
September 16-22	<ul style="list-style-type: none"><li>• <b>September 17:</b> Dr. Raymund Dantes will be presenting on CDC's Hospital Toolkit for Adult Sepsis Surveillance at the Society of Critical Care Medicine's Critical Care Quality Summit in Atlanta.</li></ul>
October	<ul style="list-style-type: none"><li>• <b>October 26:</b> Dr. Anne Schuchat and Dr. Cardo will be presenting at and attending The Rory Staunton Foundation's National Forum on Sepsis in New York City. Dr. Schuchat will present remarks on CDC's recent work and plans on battling sepsis in the U.S.</li></ul>



# HOW TO GET AHEAD OF SEPSIS THIS SEPTEMBER

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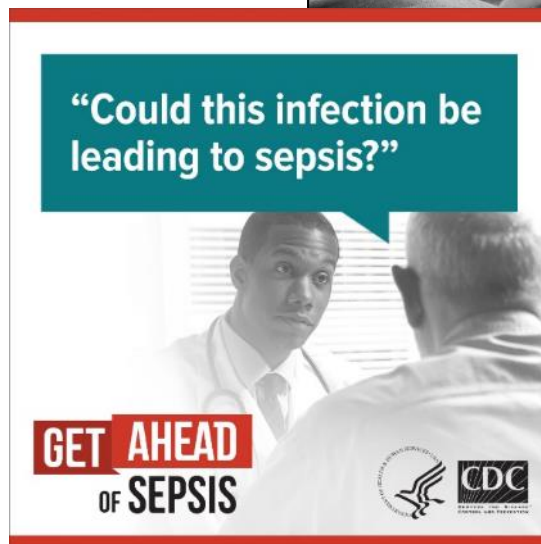
## Use Our Partner Toolkit

- Eight Ways to Get Ahead of Sepsis
- Sample Social Media Messages
- Customizable News Release
- Drop-in Articles
- Educational Materials
- Social and Digital Media

## SAMPLE SOCIAL MEDIA MESSAGES

### FACEBOOK POSTS

- #GetAheadOfSepsis helps patients, families, caregivers, and healthcare professionals prevent infections and recognize sepsis early. Learn more. <https://go.usa.gov/xnrBG>
- #GetAheadOfSepsis = ACT FAST. Get medical care RIGHT AWAY if you suspect sepsis or have an infection that's not getting better or is getting worse. <https://go.usa.gov/xnrBG>
- Protect your family. Know the sepsis signs and symptoms. <https://go.usa.gov/xnrBG>. #GetAheadOfSepsis
- Infections can lead to a deadly chain reaction called sepsis. Share this message and talk to your doctor or nurse to learn the signs and symptoms. [https://youtu.be/H\\_IArYX\\_vo](https://youtu.be/H_IArYX_vo) #GetAheadOfSepsis

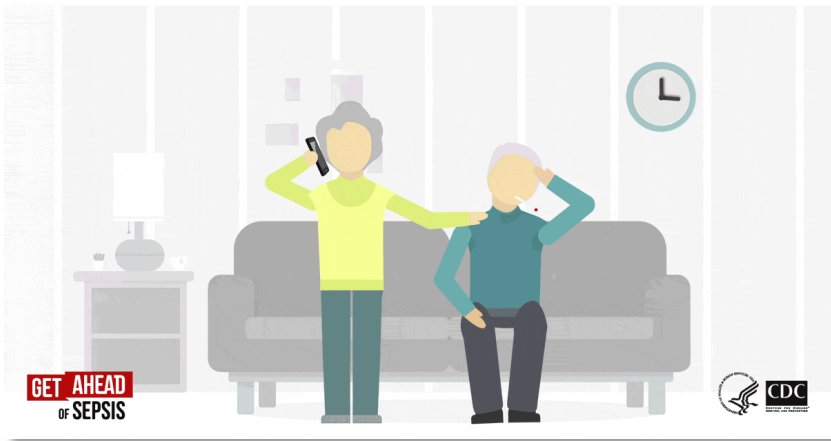


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# GO SOCIAL

- GIFs for Facebook, Twitter, and Instagram
- [“Get Ahead of Sepsis” Facebook Frame](#)
- Official hashtag: #GetAheadofSepsis

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“ACT FAST” GIF



“CHAIN REACTION” GIF



FACEBOOK FRAME

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[www.cdc.gov/sepsis/education/spread-the-word](http://www.cdc.gov/sepsis/education/spread-the-word)

# ORDER AND SHARE OUR FREE MATERIALS

**GET AHEAD**  
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- [Order online](#)
  - Select “Sepsis” from the Programs drop-down menu and click “Search.”
  - Then select the materials you want.
- **Call 1-800-CDC-INFO**

NOW  
AVAILABLE!

**You Can Order  
Two Ways**



**CLICK**

[www.cdc.gov/pubs](http://www.cdc.gov/pubs)

Select “Sepsis” from the  
Programs drop-down menu  
and click “Search”

**OR**



**CALL**

**1-800-CDC-INFO**

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# FUTURE ACTIVITIES

**GET AHEAD**  
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Expand  
Research &  
Evaluation

Expand  
Audiences

Continue and  
further connect  
ABX use and  
sepsis efforts

Expand Paid and  
Earned Media  
Outreach

New Content for  
Social Media

PSAs for Partner  
Use

New Materials

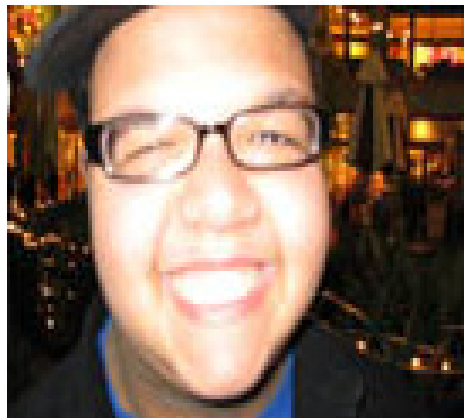
Influencer  
Outreach

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# PROTECTING PATIENTS FROM SEPSIS IS OUR GOAL AND OUR RESPONSIBILITY

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# Questions?



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**Thank you!**

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